



WBNS-TV, Inc.  
DEPT L-1133  
COLUMBUS, OH 43260-1133

Ohio Media Strategies, Inc.  
1480 Dublin Road  
Columbus, OH 43215

## Contract # 103138

**Schedule Dates** 11/01/12-11/05/12  
**Advertiser** Everyone for Ed Leonard/Comm for Klm Brown for  
**Agency** Ohio Media Strategies, Inc. (3742)  
**Product** Political/Candidate (1161)  
**Brand** political candidate (1775)  
**Salesperson** House, WBNS (1254)  
**Sales Office** WBNS-TV  
**Buyer Name** Spicer, Donald  
**Phone/Fax** /  
**CPE** L/B 20121031-1106  
**Account Types** Local/Political Candidate  
**Billing Type** Standard  
**Comments** Leonard/Brown 20121031-1106

**Date Entered** 10/02/12  
**Last Modified** 10/03/12  
**Entered By** Erica Pegues  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,540.00  
**Net Total** \$20,060.00  
**Sales Tax**

## WBNS-TV (WBNS)

By Broadcast Month	Spots	Rate
Nov. 2012	21	\$23,600.00
<b>Grand Total:</b>	<b>21</b>	<b>\$23,600.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5A- 5:55A (EST)	1	X							1	\$800.00	\$800.00	WBNS-TV (WBNS)	5am News	10/3/12
2.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	5:57A- 7A (EST)	1					X			1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	6am News	10/3/12
3.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5:57A- 7A (EST)	1	X							1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	6am News	10/3/12
4.0	Normal Line / SPOT	11/01/12-11/01/12	3	:30	7A- 8A (EST)	1				X				1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	7am Early Show	10/3/12
5.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	7A- 8A (EST)	1	X							1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	7am Early Show	10/3/12
6.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	8A- 8:55A (EST)	1	X							1	\$1,000.00	\$1,000.00	WBNS-TV (WBNS)	8am Early Show	10/3/12
7.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	8:58A- 9:55A (EST)	1					X			1	\$800.00	\$800.00	WBNS-TV (WBNS)	Live with Kelly	10/3/12
8.0	Normal Line / SPOT	11/01/12-11/01/12	3	:30	9:58A- 10:55A (EST)	1				X				1	\$800.00	\$800.00	WBNS-TV (WBNS)	Make a Deal	10/3/12
9.0	Normal Line / SPOT	11/01/12-11/01/12	3	:30	11:58A- 12:30P (EST)	1				X				1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	Noon News	10/3/12
10.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11:58A- 12:30P (EST)	1	X							1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	Noon News	10/3/12
11.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	12:30P- 2P (EST)	1	X							1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	Soaps	10/3/12
12.0	Normal Line / SPOT	11/01/12-11/01/12	3	:30	6P- 6:30P (EST)	1				X				1	\$2,800.00	\$2,800.00	WBNS-TV (WBNS)	5pm News	10/3/12
13.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6P- 6:30P (EST)	1	X							1	\$2,800.00	\$2,800.00	WBNS-TV (WBNS)	5pm News	10/3/12
14.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6:58P- 7:30P (EST)	1	X							1	\$2,800.00	\$2,800.00	WBNS-TV (WBNS)	Jeopardy	10/3/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected."



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**Billing Type** Standard  
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15.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	4:58A- 6:56A (EST)	1						X		1	\$400.00	\$400.00	WBNS-TV (WBNS)	Saturday Weekend News	10/3/12
16.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	6:28A- 8:30A (EST)	1							X	1	\$400.00	\$400.00	WBNS-TV (WBNS)	Sunday Weekend News	10/3/12
17.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	8:58A- 10:30A (EST)	1							X	1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	CBS Sunday Morning	10/3/12
18.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	12:37A- 1:37A (EST)	1	X							1	\$200.00	\$200.00	WBNS-TV (WBNS)	Ferguson	10/2/12
19.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	4:25A- 4:58A (EST)	1					X			1	\$200.00	\$200.00	WBNS-TV (WBNS)	4:30am News	10/3/12
20.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	4:25A- 4:58A (EST)	1	X							1	\$200.00	\$200.00	WBNS-TV (WBNS)	4:30am News	10/3/12
21.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11:35P- 12:37A (EST)	1	X							1	\$800.00	\$800.00	WBNS-TV (WBNS)	Letterman	10/3/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

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